

ASHEVILLE TRANSIT COMMISSION

Meeting Minutes

Public Works Building Room A109

August 12, 2009 4:30-6:30

Attending:

Commission Members: Josh O'Conner, Dave Erb, Hanna Raskin, J Neal Jackson, Andrew Goldberg, Karen Austin

Staff: Mariate Echeverry, Edna Johnson, Janet GeorgeMurr, Eugenia Singleton

Community members: Tom Herman, Paul Van Heden, Heather Strassberg of MPO and Bertha Brandon

4:35pm: Hanna opened the meeting.

Agenda Amendments: None

Explanation of Public Comment Standards and Opportunities:

- Hanna – welcomed the public and read the standards of procedures regarding public comment.

July 8, 2009 Minutes Review:

- Edits in July minutes: add Andrew Goldberg to Absent List; correct under Announcements that Ryan Pickens is running for Mayor of Mars Hill and not Madison County. Dave made the motion to approve the minutes with the above edits; J Neal second and all in favor.

Welcome Public – Introductions and Pre-Meeting Public Comment

- Hanna welcomed the public with an introduction of each member of Transit Commission, staff and public. Public comments were not given at this time.

Transit Advertising Policy Review

At the July 8 session, the Transit Commission approved and adopted the Transit Advertising Policy. Dave Erb gave a brief overview of the presentation by Martha McGlohon and Kelly Whitlock. After a discussion among the TC members and the City attorneys, a final determination to keep the existing policy but to include the definition of the terms "Commercial" and "Government."

Update from Transit Commission Members Work and New Business:

- **Transit Commission Structure** – TC wanted to address this issue since Ryan's departure as Co-Chair of TC. After a discussion among the TC members on how to structure new TC for success, Hanna suggested that Josh as secretary and Hanna as Chairman to meet in creating a framework for the new members in having task responsibilities. Andrew suggested to continue having Hanna as Chairman and Josh as secretary. In addition, for Andrew to be Vice-Chairman for 4 more months, until his term expires in December 2009. Dave made the first motion to approve; J Neal second; and all approved.
- **Customer Notification** – an article in Mountain Express of a citizen complaining that certain buses were cancelled during Bele Chere weekend. A discussion between TC and staff on better methods of communication to the public on delays, cancellations, detours, etc. Resolution of this method ranged from a newsletter, to having a volunteer as a "Transit Ambassador" for customer service at the Transit Station; drivers making announcements; bus technology; signage; an independent group. Mariate will consult with Legal regarding liability for volunteers at Transit Station.

- **Advertising Transit Commission Meetings on buses** - Hanna suggested having a permanent notice on the buses, announcing TC meetings; as well as the Transit Station bulletin board, with the monthly agenda; as well as the website. A discussion among the group and final decision of placing permanent notices on the buses of the 2nd Wednesday of every month and location.
- **Alt-Transit Confab Summary** – Hanna mentioned that the gathering went well and Josh mentioned that it would continue.
- **“Get There Asheville”** – Hanna stated that the first event is on Multi-Modal Transportation on Thursday, September 17, 7 to 9pm at Clingman Cafe parking. Each candidate will have a booth to discuss multi-modal transportation. There will also be a Post Primary Debate on Wednesday, October 14 at 7pm located at Asheville Design Center.
- **Senate Bill 151/House Bill 148** – Paul Van Heden announced that the Bill 151 was approved. Hanna thanked the TC members for calling and sending letters to the Senate in support of the Bill.
- **Open Seat on Transit Commission** – when Josh checked with Maggie Burleson, City Clerk, and the position is open for applications and the deadline is 9/10/09. A discussion among the member on the procedures of the Boards and Commissions and suggestions of specific potential candidates to apply for the position.
- **Graphs of Monthly Ridership** – Josh suggested not to have printed copies of the Passport and ATS ridership graphs, but to be projected on the screen. In addition, to have a PDF of the graphs included on the website with the TC minutes. Josh made the motion to restrict printed copies of the ridership graphs to TC members only; and to project on the screen at the time of the TC meeting for the staff and public. Andrew second it and all were in favor.

Update from Staff:

- **Transit Master Plan** – Mariate mentioned that she is waiting for the final report from the consultants. The consultant (HDR) of the project has been ill, but Mariate will receive the first draft on Monday 8/17/09. Transportation Management Division will review/revised; return to the consultants. The second and final draft will be discussed with Cathy Ball and Ken Putnam; Transit Commission and Transit Master Plan Steering Committee; then to the Public.
- **Budget and Revenue Update** – Mariate is expecting the Budget to be approved in October...
- **Status of Inter-City Routes** – Mariate stated, at this time, there is no further news. A conference call is scheduled with Miriam Perry regarding funding.
- **Consolidation Study** - Mariate received the scope from HDR that was reviewed by all agencies. This study will be in effective in two months once NCDOT approves, by signing the contract. The study will continue for 5 months. Dave Erb was appointed to the Consolidation Study Committee to oversee on behalf of the Transit Commission.
- **Talking Bus System** – Mariate announced that Transit has installed the talking bus system for only three routes on a trial basis. The bus talking system are on routes are 1, 2, and 26 and in two months all routes will have this capability. Hanna indicated that Route 1 directions were off by one block. Hanna asked how the Talking Bus System was paid. Mariate indicated it was funded by JARC and Buncombe County.
- **Bus Wrap Contest** – Mariate stated that she is coordinating with Diane Ruggiero for a bus wrap contest with artists from WNC. Parks & Recreation will fund this project. for a full wrap or tail gate. Hanna suggested having an Art Show at the Transit Center. Mariate mentioned if P & R pays for this, she is all for it. Andrew congratulated the staff on the bus projects.
- **Ridership Stats** – Andrew asked why the stats for ridership were down. Edna stated that some of the decrease was due to fewer visitors to Bele Chere and July 4 was on a Saturday. Mariate mentioned that last year with the increase in gas prices, more people rode the bus.
- **Passport Stats** – Mariate mentioned that due to layoffs from GPI and Greenlife the stats were low. Josh mentioned that he liked the addition of the COA stats that is now being included in the Passport stats. TC requested to have Kathy Molin of TDM attend September’s meeting to discuss the Passport program.

- **City sidewalks** – Josh stated the sidewalks are impassable in certain areas of Asheville. Josh spoke with Barb Mee to advertise an education program for sidewalks on City Channel. That the property owners are responsible to maintain the front of their business.
- **Bus Advertising** – Mariate mentioned that she is looking for RFP to advertise.

September Agenda:

Mariate to follow up with Legal regarding volunteers at the Transit Center.

Kathy Molin to join TC to discuss the Passport stats.

Josh – initial endorsement to keep sidewalks clean.

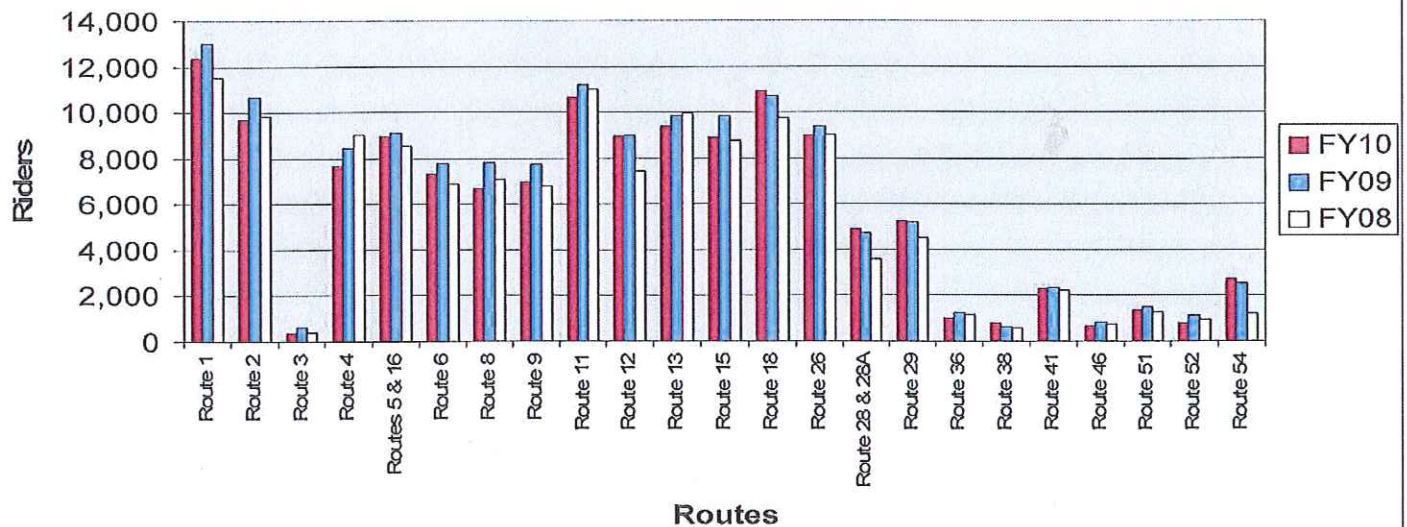
Presentations by outside sources.

Commission only for marketing person to sell bus ads. .

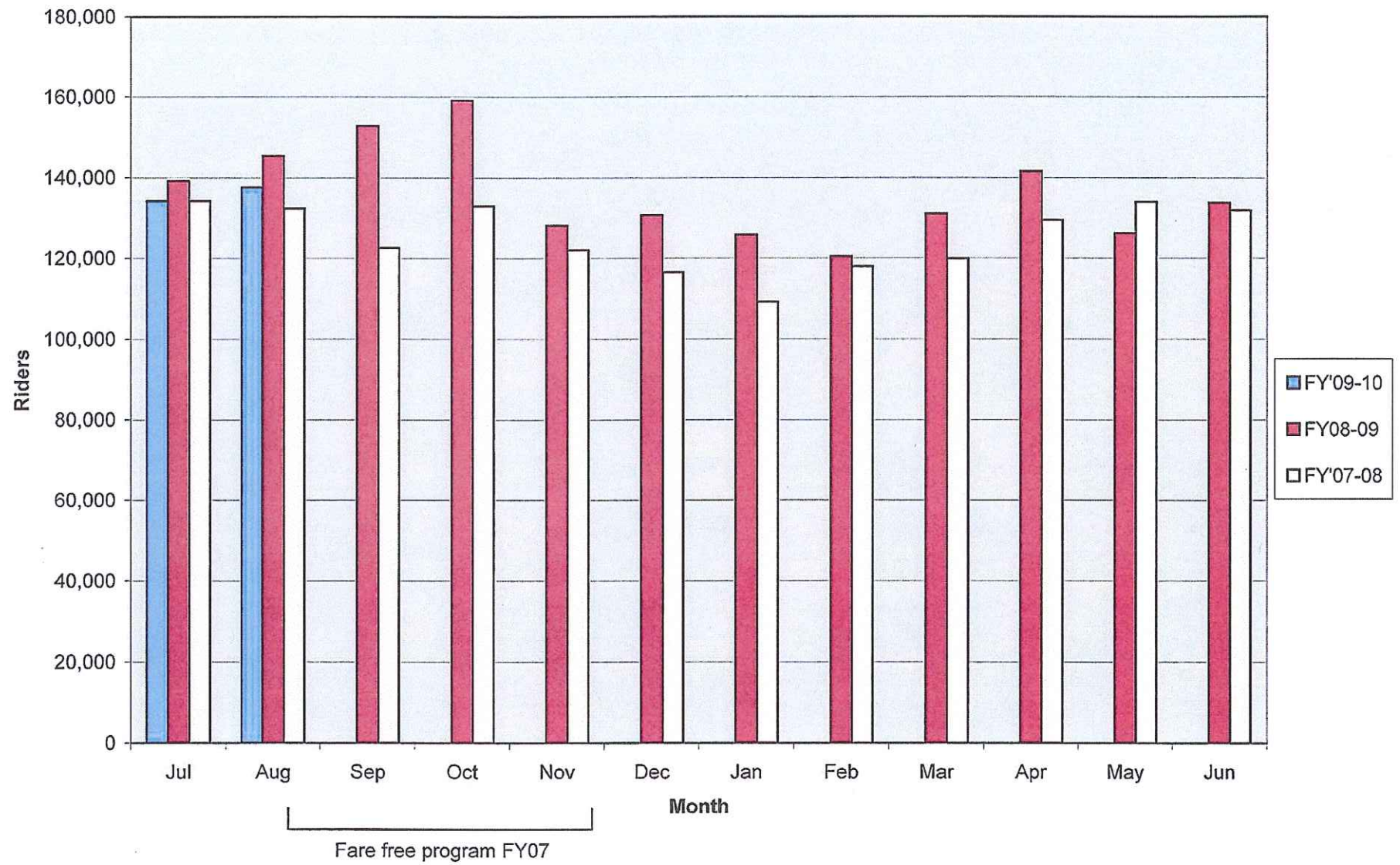
Route Ridership-August, FY10

Route	Current Month				Fiscal Year to Date			
	This Year	Last Year	Change	Delta	This Year	Last Year	Change	Delta
1	12,370	13,007	(637)	-5%	25,498	26,096	(598)	-2%
2	9,685	10,676	(991)	-9%	18,638	20,753	(2,115)	-10%
3	385	623	(238)	-38%	385	732	(347)	-47%
4	7,642	8,427	(785)	-9%	15,443	16,407	(964)	-6%
5 & 16	8,943	9,112	(169)	-2%	17,598	18,055	(457)	-3%
6	7,331	7,794	(463)	-6%	14,602	15,630	(1,028)	-7%
8	6,651	7,839	(1,188)	-15%	13,500	16,049	(2,549)	-16%
9	6,960	7,751	(791)	-10%	14,452	15,633	(1,181)	-8%
11	10,685	11,193	(508)	-5%	21,177	22,071	(894)	-4%
12	8,928	8,974	(46)	-1%	17,335	16,986	349	2%
13	9,377	9,829	(452)	-5%	18,921	20,024	(1,103)	-6%
15	8,910	9,852	(942)	-10%	17,842	20,023	(2,181)	-11%
18	10,930	10,726	204	2%	19,974	20,132	(158)	-1%
26	8,988	9,372	(384)	-4%	18,017	18,312		-2%
28&28A	4,916	4,739	177	4%	9,923	9,611	312	3%
29	5,233	5,200	33	1%	9,168	8,872	296	3%
36	1,002	1,238	(236)	-19%	1,960	2,468	(508)	-21%
38	790	637	153	24%	1,570	1,133	437	39%
41	2,313	2,365	(52)	-2%	4,860	4,831	29	1%
46	671	821	(150)	-18%	1,336	1,868	(532)	-28%
51	1,371	1,477	(106)	-7%	2,741	2,716	25	1%
52	793	1,103	(310)	-28%	1,374	1,840	(466)	-25%
54	2,715	2,532	183	7%	5,380	4,297	1,083	100%

Route comparison August FY'10



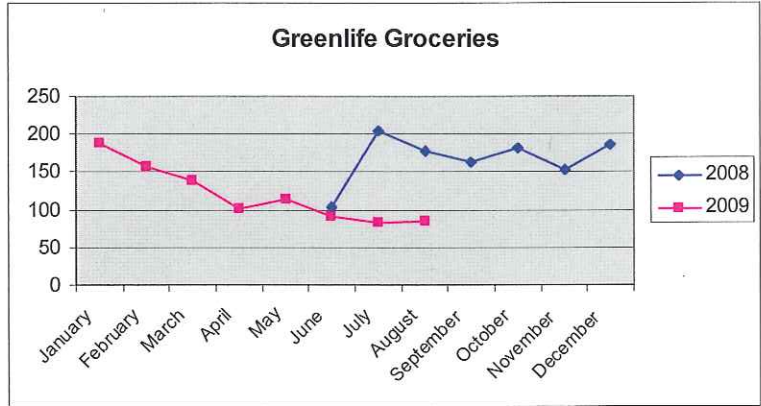
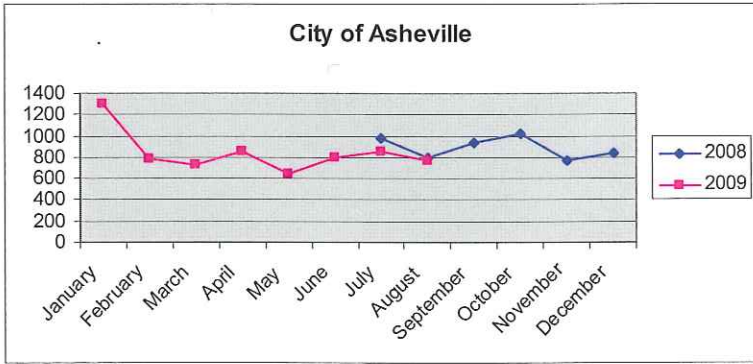
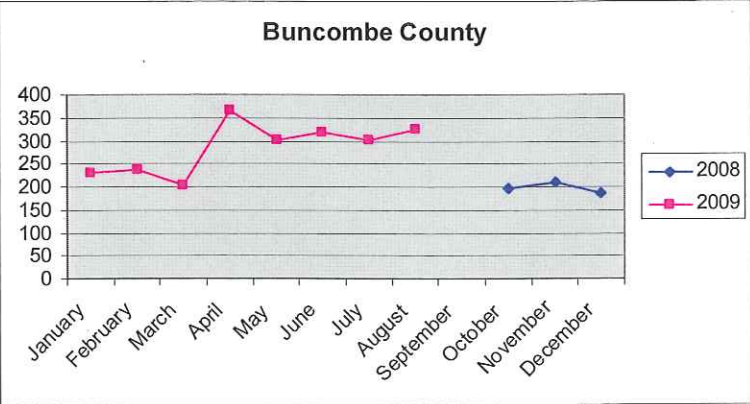
Ridership Comparison



Buncombe County		
	2008	2009
January		231
February		236
March		204
April		366
May		302
June		319
July		301
August		324
September		
October	195	
November	209	
December	187	
Year Totals	591	2283
Overall Totals	2874	5157

City of Asheville		
	2008	2009
January		1306
February		779
March		733
April		850
May		643
June		793
July	976	857
August	797	774
September	940	
October	1018	
November	770	
December	835	
Year Totals	5336	6735
Overall Totals	12071	18806

Greenlife		
	2008	2009
January		188
February		156
March		138
April		101
May		113
June	103	90
July	205	82
August	177	84
September	164	
October	181	
November	152	
December	185	
Year Totals	1167	952
Overall Totals	2119	3071



Grove Park Inn			
	2007	2008	2009
January		1993	1592
February		2156	1198
March		2225	1305
April		2128	1386
May		2356	1366
June		2298	1509
July		2520	1345
August		2494	1387
September		2659	
October		2552	
November	1268	1863	
December	1969	1676	
Year Totals	3237	26920	11088
Overall Totals	30157	57077	68165

UNCA				
	2006	2007	2008	2009
January		2433	3140	4777
February		2860	4041	4562
March		3536	3346	3554
April		3163	3906	3891
May		2010	2870	1803
June		1529	2882	1253
July		1816	2692	1677
August		3611	5336	4756
September		4512	6755	
October		4881	6169	
November	1285	3452	4444	
December	1754	2443	3649	
Year Totals	3039	36246	49230	26273
Overall Totals	114788			

